This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3   determining, using a computer system including at
4 least one computer, whether or not a condition is met,
5 responsive to an ad request associated with a target
6 document, wherein the target document is associated with a
7 resource for rendering content and wherein the condition
8 depends, at least in part, on whether the target document
9 is available for analysis by the first entity to determine
10 if an ad relevant to the content of the target document is
11 available for rendering, and if not, determining that the
12 condition is not met;
13   if it is determined that the condition is met, a first
14 entity providing a set of at least one ad to be rendered
15 via the resource; and
16   if it is determined that the condition is not met, the
17 first entity indicating the availability of at least a
18 portion of the resource to a second entity.

1 Claim 2 (previously presented): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 content ad system.

1 Claim 3 (previously presented): The computer-implemented
2 method of claim 2, wherein the second entity includes a
3 publisher with which the target document is associated.

1. Claim 4 (currently amended): The computer-implemented
2 method of claim 3,

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3   wherein the ad request associated with a target

4   document is made by [[a]] the publisher,

5   wherein the publisher requests the ad from the first

6   entity, and

7   wherein the act of determining whether the condition

8   is met is performed by the first entity.

1   Claim 5 (currently amended): The computer-implemented

2   method of claim 4, wherein the condition depends, at least

3   in part, on whether the first entity determines the target

4   document can be crawled, and if not, determining that the

5   condition is not met.

Claim 6 (canceled)

1   Claim 7 (currently amended): The computer-implemented

2   method of claim 4, wherein the condition depends, at least

3   in part, on whether the target document contains negative

4   subject matter, and if so, determining that the condition

5   is not met.

1   Claim 8 (previously presented): The computer-implemented

2   method of claim 7, wherein negative subject matter includes

3   at least one of tragic events, pornography, alcohol

4   promotion, tobacco promotion, gun promotion and gambling

5   promotion.

1   Claim 9 (currently amended): The computer-implemented

2   method of claim 4, wherein the condition depends, at least

3   in part, on whether the first entity determines if a

4   threshold number of sufficiently relevant ads are available

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5 to render in association with the target document, and if
6 not, determining that the condition is not met.

1 Claim 10 (previously presented): The computer-implemented
2 method of claim 9, wherein the threshold number of
3 sufficiently relevant ads depends on a degree of topical
4 correlation between a plurality of ads available to the
5 first entity and subject matter of the target document.

1 Claim 11 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition depends, at least
3 in part, on whether the first entity determines if a
4 threshold number of ads are available to render in
5 association with the target document, and if not,
6 determining that the condition is not met.

1 Claim 12 (currently amended): The computer-implemented
2 method of claim 4, wherein the condition [[is met if]]
3 depends, at least in part, on whether the first entity
4 determines that net revenue for the first entity for
5 rendering the ad will be positive.

1 Claim 13 (previously presented): The computer-implemented
2 method of claim 12, wherein the act of determining whether
3 net revenue for rendering the ad will be positive, by the
4 first entity comprises:
5   determining whether or not a payment is to be paid to
6 a publisher for rendering the ad; and
7   estimating gross revenue derived from an advertiser
8 for rendering the ad in association with the target
9 document.

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1 Claim 14 (previously presented): The computer-implemented
2 method of claim 13, wherein the payment depends on a number
3 of impressions of the ad using the resource of the target
4 document.

1 Claim 15 (previously presented): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on a
3 number of impressions of the ad using the resource of the
4 target document.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on an
3 estimated clickthrough amount for the ad if rendered using
4 the resource of the target document.

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 first ad system and the second entity includes a second ad
4 system.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 17, wherein the first ad system is a
3 content ad system.

1 Claim 19 (previously presented): The computer-implemented
2 method of claim 17, wherein the content includes a set of
3 one or more ads.

1 Claim 20 (previously presented): The computer-implemented
2 method of claim 1,
3   wherein the ad request associated with the target
4 document is received by the first entity,

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5   wherein the target document is requested by a client
6 system and the ad request includes an identifier of the
7 second entity,
8   wherein the first entity determines to redirect the
9 request to the second entity based on a set of one or more
10 criteria, and
11   wherein the act of indicating the availability of the
12 resource includes the first entity setting a location field
13 in an outgoing hypertext protocol header with the
14 identifier, causing the target document to be output to the
15 client system with the content rendered by the second
16 entity.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 20, wherein the identifier includes an
3 alternative content URL.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 20, further comprising using remote
3 scripting to process the ad rendering request.

1 Claim 23 (previously presented): The computer-implemented
2 method of claim 21, wherein the remote scripting includes
3 an iframe.

1 Claim 24 (previously presented): The computer-implemented
2 method of claim 23, wherein the iframe is named to identify
3 the ad rendering request to the first entity.

1 Claim 25 (previously presented): The computer-implemented
2 method of claim 1, wherein if it is determined that the

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3   condition is not met, the first entity indicating to an

4   external entity that the condition is not met.

1   Claim 26 (previously presented): The computer-implemented

2   method of claim 25, further comprising identifying, by the

3   first entity, the condition to the external entity.

1   Claim 27 (previously presented): The computer-implemented

2   method of claim 26, wherein the external entity is the

3   second entity.

1   Claim 28 (previously presented): The computer-implemented

2   method of claim 26, wherein the external entity includes a

3   publisher.

1   Claim 29 (currently amended): In [[an]] a content-relevant

2   ad serving system, a computer-implemented method for

3   handling ad rendering requests comprising:

4   receiving, by the content-relevant ad serving system,

5   a request to provide content to be rendered in conjunction

6   with a target document;

7   determining, by the content-relevant ad serving

8   system, based on a set of one or more conditions, whether

9   to provide at least one ad responsive to the request, and

10   if not, redirecting the request to an alternative entity,

11   wherein the set of one or more conditions depends, at

12   least in part, on whether the target document is available

13   for analysis by the content-relevant ad serving system to

14   determine if an ad relevant to the content of the target

15   document is available for rendering, and if not,

16   determining that the set of one or more conditions is not

17   met.

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1 Claim 30 (currently amended): The <u>computer-implemented</u>
2 method of claim 29, wherein the request identifies the
3 alternative entity.

1 Claim 31 (currently amended): The <u>computer-implemented</u>
2 method of claim 29, wherein redirecting the request
3 includes an identifier to identify the request if
4 redirected from the alternative entity back to the ad
5 system.

1 Claim 32 (currently amended): The <u>computer-implemented</u>
2 method of claim 29, wherein redirecting the request is
3 based on determining that a threshold number of relevant
4 ads are not available for rendering in conjunction with the
5 target document.

1 Claim 33 (currently amended): The <u>computer-implemented</u>
2 method of claim 29, wherein redirecting the request is
3 based on determining that a threshold amount of monetary
4 gain will not be met if the one or more ads are rendered by
5 the ad system.

1 Claim 34 (currently amended): The <u>computer-implemented</u>
2 method of claim 29, wherein redirecting the request is
3 based on determining that a threshold ad performance level
4 will not be met if the one or more ads are rendered by the
5 ad system.

1 Claim 35 (currently amended): The <u>computer-implemented</u>
2 method of claim 34, wherein the threshold ad performance
3 level depends at least in part on an expected clickthrough
4 rate of the one or more ads if rendered by the ad system.

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1   Claim 36 (currently amended): A system comprising:
2   at least one processor;
3   at least one communications interface; and
4   at least one storage device, the storage device
5   storing program instructions which, when executed by the at
6   least one processor, performs a method including:
7   rendering an ad, by a first means, via a resource
8   of a target document wherein the target document
9   includes content; and
10   determining, by a second means and based on a set
11   of one or more criteria, whether or not to have the
12   first means render the ad via the resource of the
13   target document,
14   wherein if the second means determines that the
15   first means will not render the ad, indicating the
16   availability of at least a portion of the resource to
17   an alternative means to render alternative content via
18   at least a portion of the resource,
19   wherein the set of one or more criteria depends,
20   at least in part, on whether the target document is
21   available for analysis by the first means to determine
22   if an ad relevant to the content of the target
23   document is available for rendering, and if not,
24   determining that the set of one or more criteria is
25   not met.

1   Claim 37 (original): The system of claim 36, wherein the
2   resource includes a display area on the target document.

1   Claim 38 (original): The system of claim 36, wherein the
2   set of criteria includes an expected performance for
3   rendering the ad via the resource of the target document.

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1 Claim 39 (previously presented): The method of claim 29,

2 wherein the alternative entity includes one of (A) another

3 ad system or (B) a publisher with which the target document

4 is associated.

1 Claim 40 (previously presented): The system of claim 36,

2 wherein the first means and second means are included in an ad

3 system, and wherein the alternative means is included in one

4 of (A) another ad system or (B) a publisher with which the

5 target document is associated.

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